

Parking Management Strategy – Twickenham Stoop Stadium

Pre-Event

- Car Parking:
 - 1750 spaces secured for the event to cater for parking demand
 - Parking locations comprise Rosebine (1,000), Twickenham Stadium (690) and Twickenham Stoop (60)
 - Of the 60 spaces offered at the Twickenham Stoop Stadium, 30 will be used for the purposes of disabled parking.
 - 100 additional spaces will be provided at The Depot for staff parking.
- Communications:
 - Pre-event travel communications released to all ticket holders informing them that car parking needs to be booked prior to the event using the event day booking system
 - Communications will outline the benefits of using these facilities, including managed parking, close proximity to the event and a guaranteed parking space
 - Pre-event travel communications will include the following statement: "Concert ticket holders should be aware that parking on residential roads will not be permitted and marshals will be in place to monitor the roads."
 - Regular travel reminders/updates released to spectators emphasising key messages e.g. no parking on residential streets
 - Letter drop to all local residents within 500m of The Stoop (May 2017) including contact details of a dedicated resident's hotline to report any issues
- Booking:
 - Pre-event car parking booking system put in place and advertised to ticket holders via email, social media and Harlequins website
 - Car Park pricing set at an attractive rate to encourage use of the car parks (£7 for the event). Other events across London typically charge much higher rates e.g. £24 Twickenham Stadium, £26 at the O2.

Event Day

- Car Parking:
 - Event Day parking operational (1,750 spaces)
 - Heatham CPZ in place between 09:00 and 18:00 on Saturday 3rd June 2017; which will limit the opportunities to park in this area for the event
 - 30-50 parking spaces retained for ad hoc parking on the day by spectators e.g. turn up without having booked a space
- Marshalling:
 - CSP, who manage event day operations for Twickenham Stadium, have been appointed to manage car parking at the concert for Harlequins FC. They have extensive experience of operating these type of events.
 - Marshals will be present on key roads to restrict parking on street near the Twickenham Stoop Stadium.
 - Marshals will be positioned at the entrance point to the Rosebine Avenue Estate to prevent concert patrons from parking on residential roads, with access limited to

residents only during event hours. A permit card, with the designated hotline number, will be issued to residents in order to gain access.

- Marshals will also be present on designated walking routes to manage pedestrian movements between the Twickenham Stoop Stadium and the respective car parks
- Traffic Management
 - Temporary signage will be placed on the local road network directing arrivals to each of the event car parks (to avoid confusion and seeking alternative locations).
 - Locations for signage include the Curries Roundabout, Rugby Road/Whitton Road junction and Car Park Access points.
- Residents Feedback
 - Exclusive event day hotline for residents in place for the event so that any issues (including parking) can be report and pro-actively addressed.
 - Details of the number will be released as part of the letter drop to resident's pre-event.